

Stansell Square Sign Policy

On April 19, 1988, the Design Review Commission approved the following Sign Policy for Stansell Square:

1. All signs shall comply with the Sign Ordinance of the City of Germantown.
2. All tenant signage shall be wall mounted individual letters.
3. Letters shall be reverse channel aluminum letters.
4. Letters shall have concealed mounting.
5. Each letter shall be backlighted with white neon tubes.
6. Each letter shall be mounted 1 ½” to 2” away from the face of wall.
7. Typography shall be upper or lower case letters similar in character and overall appearance to the following:
 - Helvetica
 - Medium
 - Clarendon Bold
 - Franklin Gothic
 - Caslon Bold
8. Letter colors permitted shall match one of the following United Paint colors:
 - Q14-64U Black
 - Q9-36P Off White
 - Polished Brass
 - Medium Bronze to match store front
 - PMS 185C Red (Amended 2015)
9. Awning colors permitted (Amended 1999):
 - Black,
 - Burgundy, and
 - Dark green
10. **Size:** Letters shall not exceed 20 inches in height. Maximum total signage for each tenant space shall be 50 square feet or one-half square foot per lineal foot of lease space on which the sign is erected, whichever is less (in accordance with Germantown Sign Regulations).
11. Any other color shall be subject to review and approval of the Germantown Design Review Commission.
12. Secondary colors that border, accent or are otherwise incidental to the primary colors, may be accepted subject to approval by the City of Germantown.
13. **Location:** The sign unit shall be located within the sign space above or in front of the tenant premise; no part of the sign shall be closer than 18 inches to the centerline of adjacent dividing walls; no part of the sign shall extend beyond the tenant’s sign area.
14. Other typography proposed by a tenant may be approved by the Design Review Commission if it finds the proposed typography in character with the approved typography of the Sign Policy.

Stansell Square Sign Policy (Continued)

15. National or Regional chain store tenants shall be permitted to use their standard typography logo script and logos which have been used nationwide, provided such typography and logos are approved by the Design Review Commission.
16. Any deviation from the approved Sign Policy, whether in letter style, color, size, or other characteristic, must be submitted to the Design Review Commission for approval, together with concurrence in writing by the developer of Stansell Square.
17. Each tenant will be allowed individual white vinyl die cut letters to identify its service entrance. Letters shall be four (4) inches high with tenant name centered on the rear door five (5) feet from the bottom of the door to the top of the letters.
18. Each tenant shall display the shop's street number on the front door in black vinyl die cut numerals. Numerals shall be centered on the door with the top of the numerals two (2) inches below the top rail. Four (4) inch high University Roman Bold numerals shall be applied to the glazing.